

# **PRODUCT AND BRAND MANAGEMENT**

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### **Call for papers - Journal of Product & Brand Management**

Biyani's Think Tank. Concept based notes. Product and Brand Management. ( MBA). Sujata Biyani. Karishma Gupta. Deptt. of Management. Biyani Institute of.

## **Mixing Brand and Product Management**

Product and Brand Management. Notes. Introduction. Product Management is becoming an important function of marketing. With the passage of time, product.

## **Brand Management - 5 Simple and Effective Principles | Canto**

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